

Listing of Claims:

1. (Currently amended) A method for carrying out a sponsorship exchange, comprising:

recording a request ~~[[of]]~~ for at least one ~~service or tangible, non-monetary asset or~~ service submitted by an event owner ~~in connection~~ for use in ~~[[with]]~~ ~~putting on~~ an event;

determining ~~whether~~ the event owner is interested in trading at least one sponsorship opportunity to at least partially defray ~~[[the]]~~ a cost ~~associated with~~ ~~of~~ the request; and

~~if the event owner is determined to be interest in at least one sponsorship opportunity,~~
performing the following:

~~presenting to the event owner a sponsorship offer; and~~

~~facilitating an agreement as to the sponsorship offer~~

~~presenting to the event owner a sponsorship offer to be associated with the request;~~
~~and~~

~~making the request and associated sponsorship offer available to one or more potential providers of the requested service or tangible, non-monetary asset.~~

2. (Currently amended) A method for carrying out a sponsorship auction, comprising:

defining a plurality of sponsorship ~~opportunities~~ ~~requests~~ associated with at least one of an event, and entity, and an event owner, ~~wherein each sponsorship request comprises a request for a service or tangible, non-monetary asset, an associated sponsorship opportunity, and a portion of a cost of the service or tangible, non-monetary asset defrayed by the sponsorship opportunity;~~

taking at least one bid associated with at least one of the sponsorship ~~opportunities~~ ~~requests~~;

recognizing the at least one bid as a winning bid based on a comparison of the bid to a predetermined criteria associated with the corresponding sponsorship ~~opportunity request~~ and to one or more competing bids; and

transmitting the winning bid to at least one of the entity and the event owner.

3. (New) The method of claim 1, wherein the sponsorship offer presented to the event owner is a configurable sponsorship offer capable of being modified by the event owner.

4. (New) The method of claim 3, further comprising, receiving a modification of the sponsorship offer from the event owner.

5. (New) The method of claim 4, wherein the modification of the sponsorship offer determines a portion of the cost of the request defrayed by the sponsorship opportunity.

6. (New) The method of claim 4, wherein the modification of the sponsorship offer relates to a sponsorship exposure given to the provider at the event.

7. (New) The method of claim 1, further comprising identifying a provider capable of providing the requested service or tangible, non-monetary asset.

8. (New) The method of claim 7, further comprising transmitting the request and associated sponsorship offer to the identified provider.

9. (New) The method of claim 8, further comprising receiving an acceptance of the request and associated sponsorship offer from the identified provider.

10. (New) The method of claim 8, further comprising receiving a counteroffer to the request and associated sponsorship offer from the identified provider.

11. (New) The method of claim 10, wherein the counteroffer modifies a portion of the cost of the request defrayed by the sponsorship opportunity.

12. (New) The method of claim 10, wherein the counteroffer modifies a sponsorship exposure given to the identified provider at the event.

13. (New) The method of claim 1, further comprising presenting a catalog of services and/or non-monetary assets to the event owner to assist the event owner in recording the request for the at least one service or tangible, non-monetary asset for use in putting on the event.

14. (New) The method of claim 2, wherein the bid relates to the sponsorship offer.

15. (New) The method of claim 14, wherein the bid relates to a portion of the cost of the asset or service defrayed by the sponsorship opportunity.

16. (New) A system for carrying out a sponsorship exchange, comprising:
an agent server communicatively coupled to a network; and
a request database communicatively coupled to the agent server comprising a catalog of a plurality of services and/or tangible, non-monetary assets available to an event owner for putting on an event,

wherein the agent server is to present the catalog to the event owner and to receive a request from the event owner for a service or tangible, non-monetary asset selected from the catalog over the network, wherein the request is associated with a sponsorship offer comprising a sponsorship opportunity to be given to a provider of the requested service or tangible, non-monetary asset at the event and a portion of the cost of the request defrayed by the sponsorship opportunity, and wherein the agent server is to make the request and the associated sponsorship offer available to one or more potential providers of the request over the network.

17. (New) The system of claim 16, wherein the agent server identifies a provider capable of providing requested service or tangible, non-monetary asset.

18. (New) The system of claim 17, wherein the agent server transmits the request and associated sponsorship offer to the identified provider.

19. (New) The system of claim 18, wherein the agent server receives an acceptance of the request and associated sponsorship offer from the identified provider.

20. (New) The system of claim 18, wherein the agent server receives a counteroffer from the identified provider responsive to the request and associated sponsorship offer.

21. (New) The system of claim 20, wherein the agent server is to accept the counteroffer.

22. (New) The system of claim 20, wherein the agent server is to transmit the counteroffer to the event owner.

23. (New) The system of claim 20, wherein the counteroffer modifies the portion of the cost of the requested service or tangible, non-monetary asset defrayed by the sponsorship opportunity.

24. (New) The system of claim 21, wherein the counteroffer modifies a sponsorship exposure given to the provider at the event.

25. (New) The system of claim 16, wherein the agent server is to receive one or more bids responsive to the request and associated sponsorship offer.

26. (New) The system of claim 25, wherein the agent server is to select one of the received bids according to a predetermined criteria associated with the request.

27. (New) The system of claim 26, wherein the predetermined criteria relates to the portion of the cost of the requested service or tangible, non-monetary asset defrayed by the sponsorship opportunity.

28. (New) The system of claim 26, wherein the predetermined criteria relates to the nature of the sponsorship opportunity associated with the request.

29. (New) A computer-readable storage medium comprising instructions to cause a computing system to perform a method for carrying out a sponsorship exchange to allow an event owner to receive a service or tangible, non-monetary asset from a provider for use in presenting an event in exchange for a sponsorship opportunity for the provider of the request at the event, the method comprising:

- presenting to the event owner a catalog of services and/or non-monetary, tangible assets available from one or more providers for use in putting on the event;

- receiving a request for a service or non-monetary, tangible asset selected from the catalog;

- associating a sponsorship opportunity related to the event with the request to defray a portion of a cost of the request;

- transmitting the request and sponsorship opportunity to a provider capable of providing the requested service or non-monetary, tangible asset for the event.

30. (New) The computer-readable storage medium of claim 29, wherein the method further comprises:

- receiving a plurality of bids from one or more providers capable of providing the requested service or non-monetary, tangible asset for the event in response to the transmitting;

- selecting one of the plurality of bids as a winning bid, wherein the selection is based on a predetermined criteria associated with the sponsorship request.